



Downtown Center Business Improvement District

BOARD OF DIRECTORS MEETING MINUTES

April 4, 2012

Board of Directors

Jim Bonham, Barbara Bundy, Joseph Flueckiger, Sauli Danpour, Kathy Faulk, Robert Hanasab, Anne Peaks, Peklar Pilavjian, Carol Schatz, Patrick Spillane, Daniel B. Swartz, Cari Wolk

Absent

Eric Bender, Robert Cushman, Marty Caverly, David Damus, Frank Frallicciardi, Steve Hathaway, Peggy Moretti, Paul Rutter, Cindy Troesh, Peter Zen

Staff

Hal Bastian, Jeff Chodorow, Gennia Cui, Randall Ely, Rachel Forman, Jacob Holloway, Connie Hwang, Lena Mulhall, Ken Nakano, Anna Wilder

Guests:

Jimmy Lew & Luis Orendain of the Office of the Assessor for Los Angeles County and Rose Serini and Paul McCowski from the Office of the City Clerk for Los Angeles

CALL TO ORDER

Faulk called the meeting to order at 8:04 a.m. without a Quorum. Quorum reached at 8:20 a.m.

EXECUTIVE SESSION: The Executive Committee, accompanied by DCBID Legal Counsel Mark Allaria, went into executive session to discuss pending legal matters involving the DCBID.

PROPERTY OWNER OR PUBLIC COMMENT: Luis Ordinain of the Los Angeles County Assessor's Office wanted to ensure the property owners and DCBID know who they are and can call them with any questions about property taxes or any concerns they may have.

Rose Serini from the Los Angeles City Clerk's Office advised they have received several complaints from board members, stakeholders and members of the public regarding the way BID Board meetings are being held. The Clerk's office has decided to conduct training on the Brown Act for all BID's. Two training sessions are being conducted in April 2012. Ms. Serini went over the procedures for BID Board meetings.

A brief question and answer session followed.

PRESIDENT'S REPORT

Carol Reported:

Jacob Holloway has recently transitioned to a part-time employee so that he could pursue opportunities in web development. She also announced that Hal Bastian has hired a new Economic Development Associate, Nina Decker, who will be starting on April 16th.

Reminder of the Annual Property Owners Meeting is on May 8, 2012 at 7:45 am at the Los Angeles Athletic Club. Invitations will be sent out next week.

The BID Renewal Petition update is: The Petitions signed as of 3/31/12, brings BID to 61.10% of our assessment. That's a good enough majority and goes to Committee or City Council on 4/10/12. Carol would like the Board members to attend along with some residents to show support of the Renewal.

Carol spoke with Chief Beck and Captain Frank regarding some crime that has occurred within the district. Carol expressed concern with an uptick in criminal activity and Beck listened and asked questions. Captain Frank came in to meet with Randall and Carol and advised that Chief Beck has added an additional 20 officers to the downtown area. Randall added that the additional officers will be for directed patrol, strictly covering high volume areas.

Carol had a meeting with the city attorney and other BID's on 4/3/12 regarding the federal district court's injunction against LAPD for removing any personal property from indigents on the street. This injunction has created a very significant issue for enforcement. It has made it very difficult for LAPD to determine what is and what isn't. Carol, the city attorney and other BID's have discussed the need for an aggressive legal posture which Carol feels confident about getting. Carol will keep everyone updated on the progress.

The Regional Connector update: CCA has been very involved and has gotten two 30 day continuances from the Metro Board prior to their finalization of the EIR for the Regional Connector. Several businesses are concerned about the impact of construction along Flower Street. It is estimated that the negative economic impact of the construction as it was proposed to be done would be far greater than the actual cost of the entire system. All of the engineers are talking and the latest update is that there is an uncertainty of the private property owners as to whether or not Metro can mitigate this in such a way that would keep their assets safe. If an equitable solution is not reached whereby the property owners' assets are kept safe, they will most likely file suit.

Redistricting Update: City Council voted 13-2 to support the lines/boundaries under redistricting. Effective July 1, unless there is a legal action that stays this deadline, Councilmember Jose Huizar will take all of downtown with the exception of a very small piece that will connect LA Live to the new 9th.

APPROVAL OF MINUTES

Peklar made a motion to accept the March 7, 2012 minutes, as presented. Swartz seconded the motion. The motion passed unanimously.

FINANCE

Chodorow reported:

The Finance Committee held a meeting on March 28, 2012 and approved the February financials. Chodorow asked that after financials presented, Board to approve.

For the month we are unfavorable to budget for the revenues, due to timing difference on collecting funds and favorable to budget for expenses by \$67K year-to-date. This is due to timing differences in marketing and maintenance programs.

There was a brief question and answer discussion. Swartz made a motion to approve the January 2012 financial statements. Spillane seconded. The motion passed unanimously.

OPERATIONS

Nakano reported:

The safety staff continues to monitor and strategically patrol the 7th Street corridor. This area continues to have a high number of quality of life issues that require a high presence of uniformed personnel. In response to the increased activity on 7th Street, we have increased the patrol on 7th Street and saturated the corridor to ensure a heavy uniformed presence. We have also shared our concerns and problem areas with LAPD who will also be working on the problem.

Nakano will update everyone at next month's Board meeting.

There was also a small increase in burglaries to motor vehicles on Flower between 7th & 8th Street. To combat this problem, LAPD conducted some undercover surveillance of the area and the BID (at the request of LAPD) passed out public awareness brochures in the area.

Maintenance has been in discussions with the producers of "Fiesta Broadway" (which will take place on April 29th) in regards to the DCBID, in partnership with Chrysalis, providing maintenance services once again to this year's event. The footprint of the event is in the majority of the DCBID and staff feels that due to an event this size, we should be the entity to do the maintenance, as we can assure it's done correctly. This event traditionally attracts anywhere from 10-20 thousand people. Carol is asking Huizar to provide \$1,600 for security services.

DCBID staff has been able to create a database and tracking system that allows us to keep better track of all maintenance issues within the district. The system is a "real time" system that is accessible to the maintenance supervisors in the field (with the use of an iPad); they are able to track all maintenance issues, report on items in need of attention and capture photographs. An example of these work orders is attached.

DCBID staff is meeting with the DWP on the possibility of using "Recycled" water to conduct sidewalk cleaning and for use in sidewalk scrubbers. If approved, we will be the first to use it and will save thousands of dollars a year for DCBID.

The outreach team continues to focus its attention to the area of the 4th & Flower underpass and 351 S. Hill where many people are sleeping on a nightly basis. The BID Action team conducted two homeless counts in the month of March. During the first count on 3/5/12, there were 100 people sleeping within the district. During the second count on 3/27/12, 151 people were recorded. This sharp increase from last month is contributed to the county's closing of its "Cold Weather" programs mid-month, which leads to more people not being sheltered during the evening hours.

BID Action will continue to do two homeless counts on a monthly basis to see if this trend is consistent.

Question and answer session followed.

MARKETING REPORT

Forman reported:

The DCBID Annual Property Owners Meeting is scheduled for May 8 at 7:45am at the Los Angeles Athletic Club. Invitations will be mailed out the first week of April. The 2011 Annual Report will be presented and Council members Perry and Huizar and LAPD Captain Horace Frank have been invited to make brief presentations as well.

Each year, the DCBID invites families and their moms to enjoy Downtown's best restaurants for a delicious Mother's Day celebration, Moms and Mimosas – Mother's Day in Downtown LA. Participating restaurants offer festive specials for mom, designed to make her visit to Downtown LA extra special. The DCBID is creating a dedicated landing page on DowntownLA.com with Mother's Day weekend menus and exclusive offers, which will be promoted through the DCBID's email newsletters, currently reaching over 19,000 subscribers, print ads, as well as on Facebook and Twitter. Last year, we were able to increase traffic to the restaurants by up to 200%.

In order to generate more Downtown residents to opt in to DCBID's email database, an outreach program was created that will reward Downtown residents who sign-up. Local businesses and venues have donated prizes to be given out. The promotion will begin in April and will be promoted through direct outreach to building managers, Downtown News, Facebook, and Twitter.

The Marketing Department is working with Metro on a 7th Street Festival to be held in conjunction with the Expo Line Grand Opening on Saturday, April 28. DCBID will be doing outreach to local businesses and provide Ambassador, Safety and Cleaning services for the event.

DCBID Renewal update: The petition process was completed during the month and work began on the ballot process. The Marketing Department is designing a postcard to be sent to all property owners that will acknowledge that they voted yes on the ballot. In addition, calls to major property owners will be made once the ballots are mailed out to the City, reminding them to vote YES!

With the change in the Ambassador contract from SGI to UPS, we were notified that the only Ambassador that opted to stay with the DCBID and join UPS was the supervisor, Jennifer Briseno. UPS has been actively interviewing potential candidates and we expect to be fully staffed by the date of the changeover, April 9th.

ECONOMIC DEVELOPMENT REPORT

Bastian reported:

DCBID's Economic Development Department has spent the month working with the Marketing Department on the petition process for BID Renewal.

We have seen a continued up-tick in activity with housing tours, including standing room only tours, with more than 100 attendees for the month.

The Retail Recruitment and 7th Street Retail Project is ongoing: A new Economic Development Associate for DCBID, Nina Decker, will be the primary canvasser for this program. We met with four retail commercial real estate brokers who are interested in helping with this program

American Planning Association started planning two special tours for the month of April that will be given to delegates from all over the United States.

Residential Market Update: There is significant interest in development of apartment buildings. There is a shortage of condos to show, including the first release and re-sale units.

OLD BUSINESS

None

NEW BUSINESS

None

ADJOURNMENT

The next meeting will be on Wednesday, May 2, 2012, at 8:00 a.m. The meeting was adjourned at 9:11 a.m.